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JONATHAN E JOBE

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PATENT
Attorney Docket No.: 022273-000400US

By: [Signature]
Jonathan E. Jobe

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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JUN 07 2006

In re application of:

William J. Johnson

Application No.: 10/823,386

Filed: April 12, 2004

For: SYSTEM AND METHOD FOR
PROACTIVE CONTENT DELIVERY
BY SITUATIONAL LOCATION
☐

Customer No.: 53245

Confirmation No. 3386

Examiner: Marc McDieunel

Technology Center/Art Unit: 3661

AMENDMENT AFTER ALLOWANCE

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Pursuant to 37 C.F.R. 1.312, please consider and enter the following amendments and remarks:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 17 of this paper.

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automatically communicating requests containing physical location coordinates of said receiving system to said service, by system event means for said receiving system over an internet connection to said service, said physical location coordinates automatically determined for said receiving system;

automatically determining by said service that said receiving system is eligible to receive said information;

automatically retrieving from a deliverable content database by said service said information according to a situational location including said physical location coordinates, said information for user interface presentation by, and for immediate delivery to, said receiving system, said situational location newly encountered by said receiving system; and

automatically sending said information from said service to said receiving system over an internet connection.

2 (previously presented): The method of claim 1 further including the step of presenting said information to a user interface of said receiving system.

3 (previously presented): The method of claim 1 further including the step of automatically determining a candidate delivery event for said receiving system by said receiving system according to a movement tolerance and communicating a request containing physical location coordinates to said service.

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PAGE 3/23 * RCVD AT 6/7/2006 5:43:10 PM [Eastern Daylight Time] * SVR:USPTO-EFAXF-3/22 * DNIS:2738300 * CSID:8587553338 * DURATION (mm:ss):10-18

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